

Red = Gross Section
Green = Over Sample

As of 1/11/79

5a. What brand of cigarettes do you now smoke most often? (DO NOT RECORD UNTIL Q.5b IS ASKED)

b. Which of these (name brands) do you smoke? (HAND RESPONDENT CARD AND POINT TO BRAND)

Alpine.....	8.5	21-1	Lark: King Size.....	1	24-7	Raleigh: Non-filter.....	4	29-2
Belair: King Size.....	7.3	7... 2	Lark 100's.....	2	8	Raleigh: Filter, King Size...	13	3
Belair 100's.....	7.10	3	Lark II.....	7	9	Raleigh 100's.....	5	4
Benson & Hedges 100's: Gold, Regular.....	20	4	L & M: King Size.....	8	25-1	Raleigh Lights.....	4	5
Benson & Hedges 100's: Green, Menthol.....	6	20 5	L & M 100's: Regular.....	4	2	Raleigh Lights 100's.....	3	6
Benson & Hedges 100's Lights: Gold, Regular.....	20	6	L & M 100's: Menthol.....	2	3	Real: Regular.....	4	7
Benson & Hedges 100's Lights: Green, Menthol.....	8	13 7	L & M Flavor Lights: King Size.....	2	4	Real: Menthol.....	3	8
Benson & Hedges: In the flat box.....	7	8	L & M Flavor Lights: 100's.....	2	5	Salem: King Size (Menthol).....	26	38 9
Camel: Non-filter.....	37	9	Lucky Strike: Non-filter.....	12	6	Salem 100's (Menthol).....	39	30 0
Camel: Filter, King Size.....	11	0	Lucky Ten.....	7	7	Salem Lights: King Size (Menthol).....	21	34 X
Camel Lights.....	12	X	Lucky 100's.....	2	8	Salem Long Lights: 100's (Menthol).....	21	21 Y
Carlton: King Size, Regular.....	7.15	22-1	Marlboro: King Size, Red.....	137	26-1	Saratoga 120's: Regular.....	4	30-1
Carlton: King Size, Menthol.....	3	2	Marlboro 100's.....	44	2	Saratoga 120's: Menthol.....	7	2
Carlton 100's: Regular.....	3	7 3	Marlboro Lights: King Size.....	21	3	Silva Thins: Regular.....	4	3
Carlton 100's: Menthol.....	2	4 4	Marlboro Lights: 100's.....	15	4	Silva Thins: Menthol.....	2	4
Chesterfield: Non-filter.....	8	5	Marlboro: Menthol, Green.....	2	5	Tall 120's: Regular.....	7	5
Chesterfield: Filter King Size.....	2	6	Max: Regular.....	6	6	Tall 120's: Menthol.....	7	6
Chesterfield 101's.....	2	7	Max: Menthol.....	1	7	Tareyton: King Size.....	7	7
Decade: Regular.....	7	8	Merit: King Size, Regular.....	37	8	Tareyton 100's.....	15	8
Decade: Menthol.....	1	9	Merit: King Size, Menthol.....	3	9	Tareyton Lights: King Size.....	2	9
Doral: Regular.....	4	0	Merit 100's: Regular.....	14	0	Tareyton Long Lights: 100's.....	1	0
Doral: Menthol.....	3	3 X	Merit 100's: Menthol.....	6	8 X	Tareyton Low Tar Menthol.....	1	X
Eve: Regular.....	1	23-1	More: Regular.....	9	27-1	True: Blue, Regular.....	3	18 31-1
Eve: Menthol.....	1	2 2	More: Menthol.....	13	4 2	True: Green, Menthol.....	7	5 2
Kent: King Size.....	2.6	3	Multifilter: Regular.....	7	3	True 100's: Regular.....	4	7 3
Kent 100's: Regular.....	12	4	Multifilter: Menthol.....	7	4	True 100's: Menthol.....	2	2 4
Kent 100's: Menthol.....	2	2 5	Newport: King Size (Menthol).....	7.13	5	Vantage: King Size, Regular.....	15	5
(Kent) Golden Lights: King Size, Regular.....	18	6	Newport 100's (Menthol).....	2	6	Vantage: King Size, Menthol.....	4	8 6
(Kent) Golden Lights: King Size, Menthol.....	3	7	Newport Lights (Menthol).....	4	7	Vantage 100's.....	4	7
(Kent) Golden Lights 100's: Regular.....	11	8	Now: Regular.....	2	8	Viceroy: King Size.....	12	8
(Kent) Golden Lights 100's: Menthol.....	1	9	Now: Menthol.....	2	9	Viceroy 100's.....	4	9
Kool: Non-filter (Menthol).....	6.1	624-1	Old Gold: Non-filter.....	128	1	Viceroy Rich Lights: King Size.....	5	0
Kool: Filter, King Size (Menthol).....	16	96 2	Old Gold: Filter, King Size.....	6	2	Viceroy Rich Lights: 100's.....	1	X
Kool 100's (Menthol).....	8	19 3	Old Gold 100's.....	4	3	Virginia Slims: Regular.....	12	32-1
Kool Milds (Menthol).....	8	12 4	Old Gold Lights.....	4	4	Virginia Slims: Menthol.....	11	13 2
Kool Super Lights: King Size (Menthol).....	4	11 5	Pall Mall: Non-filter, Red.....	68	5	Winston: King Size, Red.....	26	3
Kool Super Lights: 100's (Menthol).....	4	4 6	Pall Mall: Filter, King Size, Red.....	36	6	Winston 100's: Regular.....	39	4
			Pall Mall Extra Light.....	7	7	Winston 100's: Menthol.....	4	6 5
			Pall Mall 100's: Gold, Regular.....	12	8	Winston Lights: King Size.....	12	6
			Pall Mall 100's: Green, Menthol.....	2	9	Winston Lights: 100's.....	24	7
			Pall Mall Light 100's.....	1	0			
			Parliament: King Size.....	7	X	Other {	33-	
			Parliament 100's.....	7	Y	(write in)	34-	
			Philip Morris.....	8	29-1	Menthol 8 Non-menthol 9	13	
						No regular brand.....	X	(SKIP TO 13)
						Don't know.....	Y	

INSTRUCTION: RECORD FULL NAME OF BRAND SMOKED MOST OFTEN AND MENTHOL OR NON-MENTHOL ON OVERFLAP.